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Mr Green signs up for NetEnt and Ve joint venture in pioneering igaming media buying programme.

Multi-award-winning Mr Green, which offers online casino, sportsbook and live casino in 12 countries, has signed up for the NetEnt and Ve joint venture to benefit from the largest data-collaboration of its type in the industry.

The NetEnt and Ve-powered services will enable Mr Green to be more accurate and precise in its marketing activities, thanks to a first-to-market programmatic solution. It combines NetEnt's global data with Ve's Demand Side Platform (DSP), to improve online player acquisition and retention through greater personalisation and targeting.

Oskar Mühlbach, MD of Mr Green subsidiary Green Media, said: *"NetEnt and Ve's media buying programme has the potential to be a true game-changer for online marketing in the igaming industry. We are excited by the opportunities and efficiencies it will bring to our business."*

Speaking ahead of ICE, **Morten Tonnesen, CEO at Ve Global**, said: *"We're thrilled to welcome Mr Green, as customers in a growing community that's dedicated to a consumer-first approach within the iGaming industry. As a highly innovative casino operator, Mr Green and its leadership, have already led the charge on several technological fronts, and their commitment to improving customer journeys puts them at the forefront of the industry."*

Henrik Fagerlund, Chief Product Officer of NetEnt, said: *"NetEnt and Ve are disrupting media buying strategies for online casino and, as an operator renowned for its innovation and ambition, Mr Green is perfectly placed to maximise the benefits. The programme will bring instant improvements across customer acquisition costs, retention rates and brand awareness."*

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Mr Green Ltd is an online gaming company that offers online casino, sportsbook and live casino in twelve countries. Mr Green is an award-winning casino and sportsbook operator, named IGA Operator of the Year three consecutive years 2013, 2014, 2015 and Mobile Operator of the Year 2016. In 2017 Mr green was named IGA Gaming Operator of the Year, EGR Nordic Operator of the Year and SBC Socially Responsible Sportsbook of the Year. Mr Green Ltd is a fully owned subsidiary of the Swedish company [Mr Green & Co AB](http://www.mrgreen.com), listed on Nasdaq Stockholm main market since 2016. Visit Mr Green at www.mrgreen.com